

spontaneous memetic genesis. Thus, though the hypothetical corporation was initiated by *fashioned* (consciously planned) *memetic genesis* it was maintained and expanded through *spontaneous* (automated) *memetic genesis*.

The corporation itself never could have expanded and solidified its position within the RSM without the mechanism of *spontaneous memetic genesis*. No one man is capable of directly controlling all of the facets of a multinational corporation and its 50,000+ employees at once. *Memetic structures* must be created which *program* the actions of these employees to act within the boundaries set by the corporate sociocultural system in question.

The founder of the corporation could not make 50,000 individual decisions per minute, nor could he possibly hope to communicate his decisions back to his employees even if he was able to make such an extraordinary number of decisions. The employees must rely on the particular brand of *memetic programming* they have inherited within the corporate structure and decide which of their potential actions stay within the bounds of acceptable behavior and which do not. These mislabeled individual decisions are not really individual decisions at all; they are individual decisions made within a range of predetermined options. So in a very real sense the employees of the fictitious corporation will appear to be making individual decisions when in reality they are following a specific, though variable to some degree, course of action outlined by the founder of the corporation. These mechanistic individual decisions and acts taken by the employees of the corporation are examples of *spontaneous memetic genesis*, though these spontaneous events have been given boundaries by an original *fashioned genesis*.

So, while an individual has the power to create a *willed memetic genesis* within the RSM, this *willed genesis* must act to create *memetic structures* which will serve to direct *spontaneous memetic genesis* toward a mechanistic creation and maintenance of a desired end. The memes in the ideosphere will control the actions of human beings,

and these actions will be redistributed into the Root Social Matrix. In simpler terms, an individual can affect change in society simply by creating *thought viruses* which serve to infect, teach, and replicate desires throughout a population. Since thought leads to action, thought control will lead to concrete physical control. As an individual is incapable of being everywhere at once, they must rely on others programmed to act for them if they are to achieve large-scale change within society.

Fashioned Memetic Genesis

Any willful manipulation of the ideosphere which results in the creation of a new *memetic structure* is an example of *fashioned memetic genesis*. Individuals can skillfully engineer *memetic structures* to download into the ideosphere with the intent of causing *willed change*. Whether these changes *actualize* depends on whether the correct *memetic structure* has been downloaded into the correct location in the ideosphere.

For example, an individual may decide, for whatever reason, that he no longer wishes for any of his associates to consume alcohol. In order to achieve this end, he could fashion an *->only stupid people drink alcohol<-* *memetic structure*. The *memetic structure*, if successfully transmitted, maintained, and reproduced among the target population, will serve to keep the individual's associates from consuming alcohol, for none of them wish to be labeled stupid.

Whether the *memetic structure* has any objective truth or not is only important in regards to how readily it is accepted by the target population. If the target population is intelligent enough to perceive the objective truth of a given matter (in most cases they are not), and if they then are the type inclined to resist memes which do not correspond to objective truth (again most are not overly concerned with the objective truth of a matter), then fashioning a *memetic structure* whose truth is not grounded in objective reality is bound to fail, and possibly backfire.

Fashioning a *memetic structure* is not necessarily as easy a matter as it may seem, though